



2010 IN STORE ADVERTISING MANUAL



CHUCK E. CHEESE'S.

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This manual provides guidelines for:

- Where advertising materials should be displayed in your location
- Installation/Maintenance tips
- Where to re-order advertising materials and displays

The Key Steps to a Successful Sales Mentality

1. Observe the guests' situation
2. Ask them the right questions, at the right time
3. Interpret their response
4. Suggest the best possible options for the guests needs
 - using the sales materials provided for added support

Advertising Materials Placement

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EXTERIOR

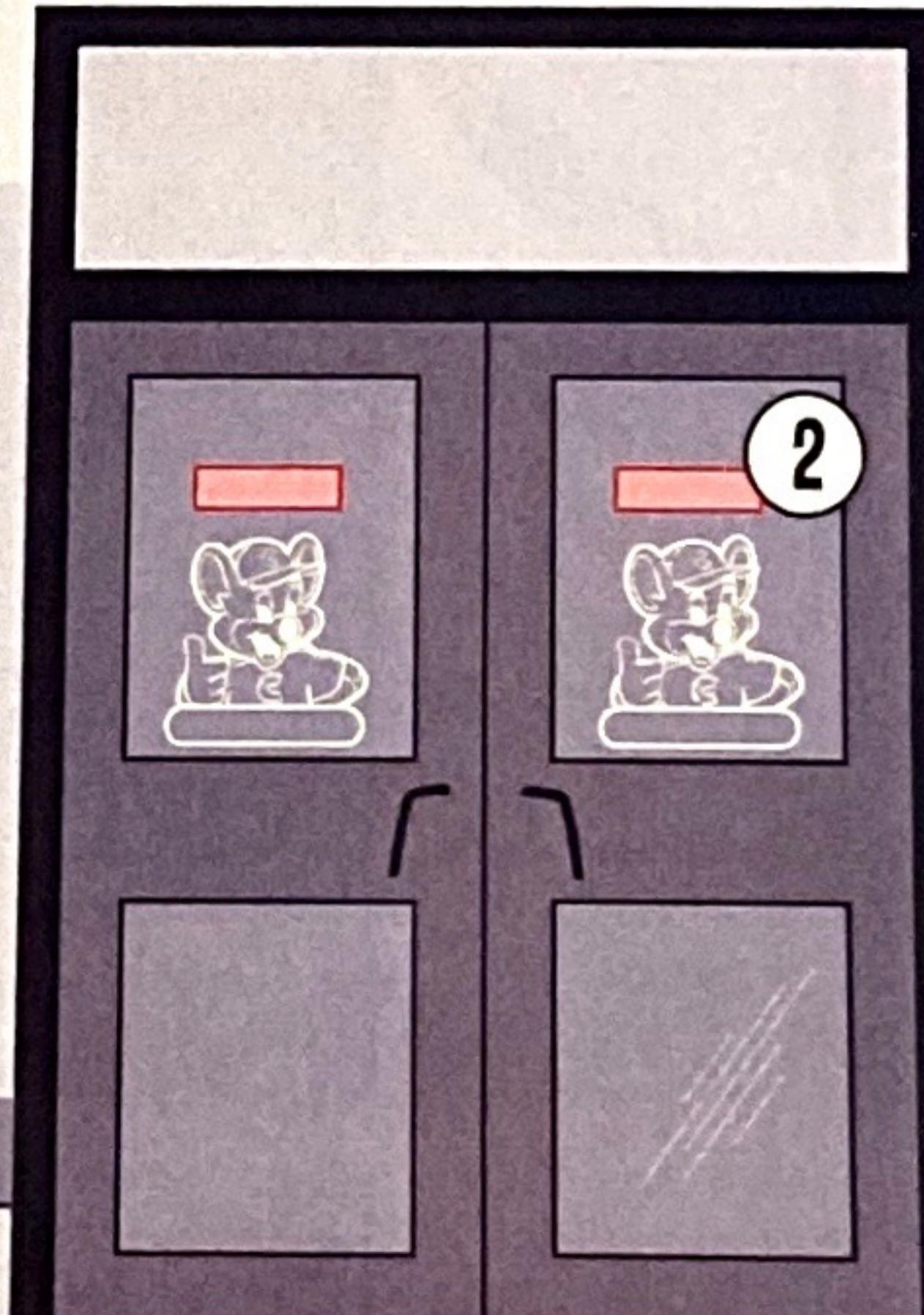
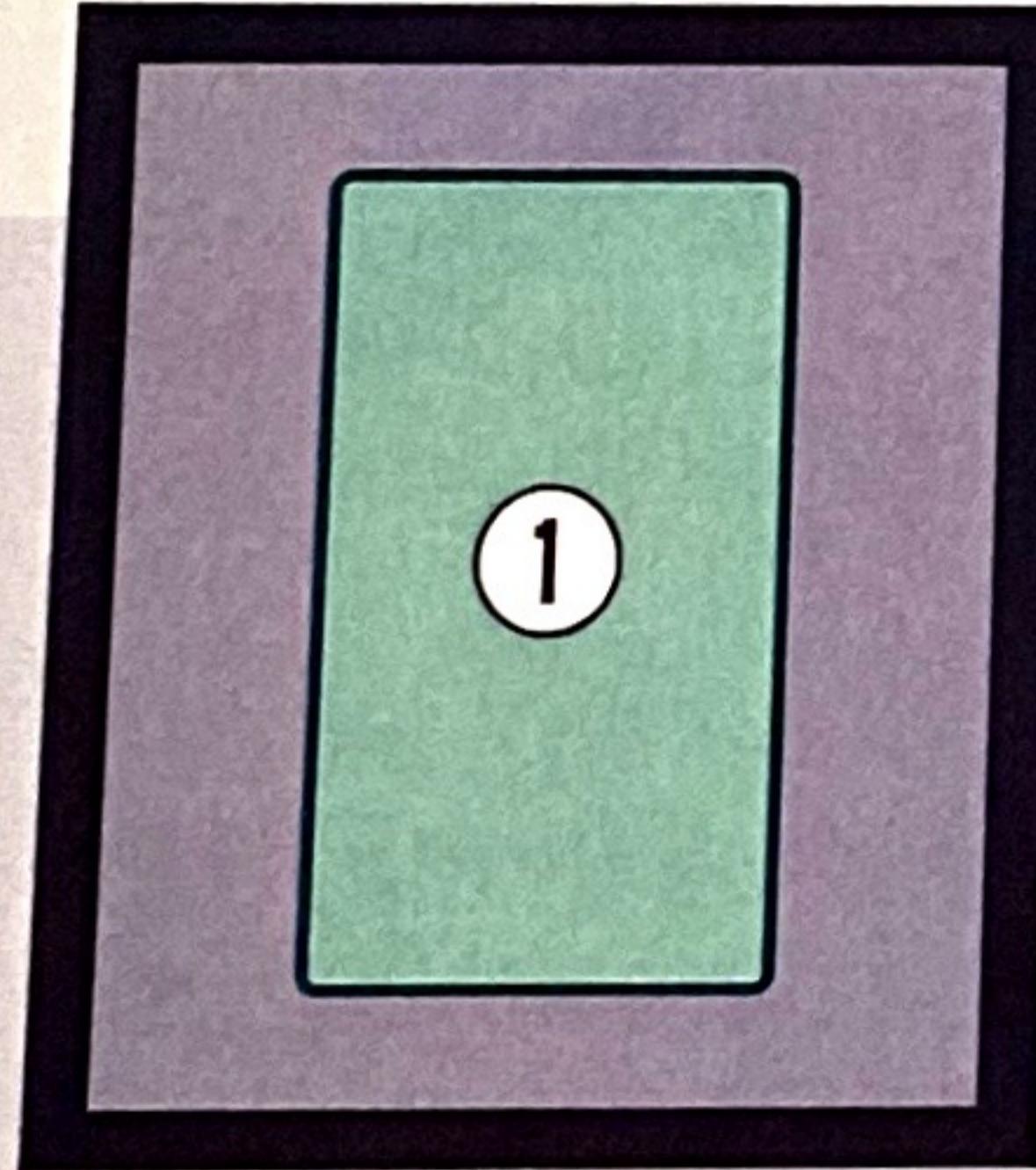
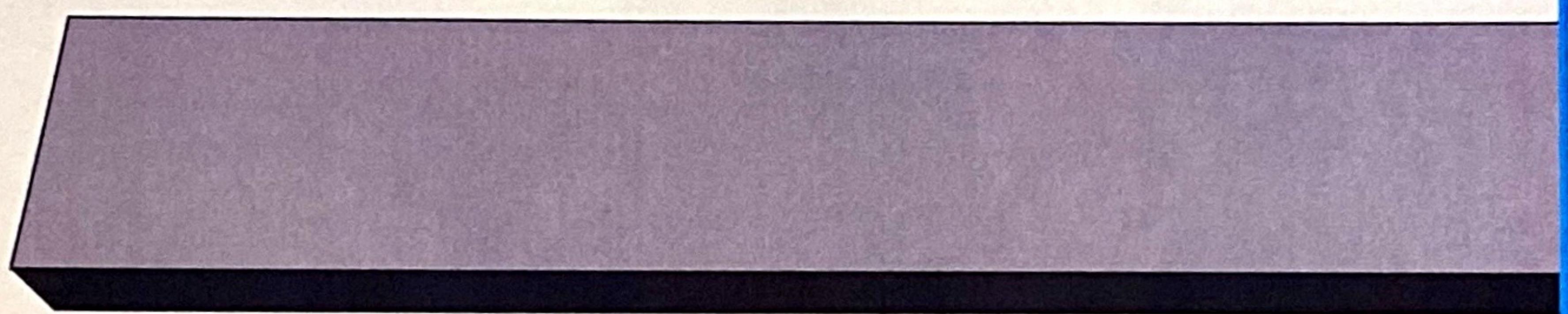


1. Window Banner

A location may have multiple banners. Please place all banners in windows closest to front doors.

2. Advertising Door Decal

This message may change throughout the year. Place above Chuck E. Entrance/Exit decals.



KID CHECK

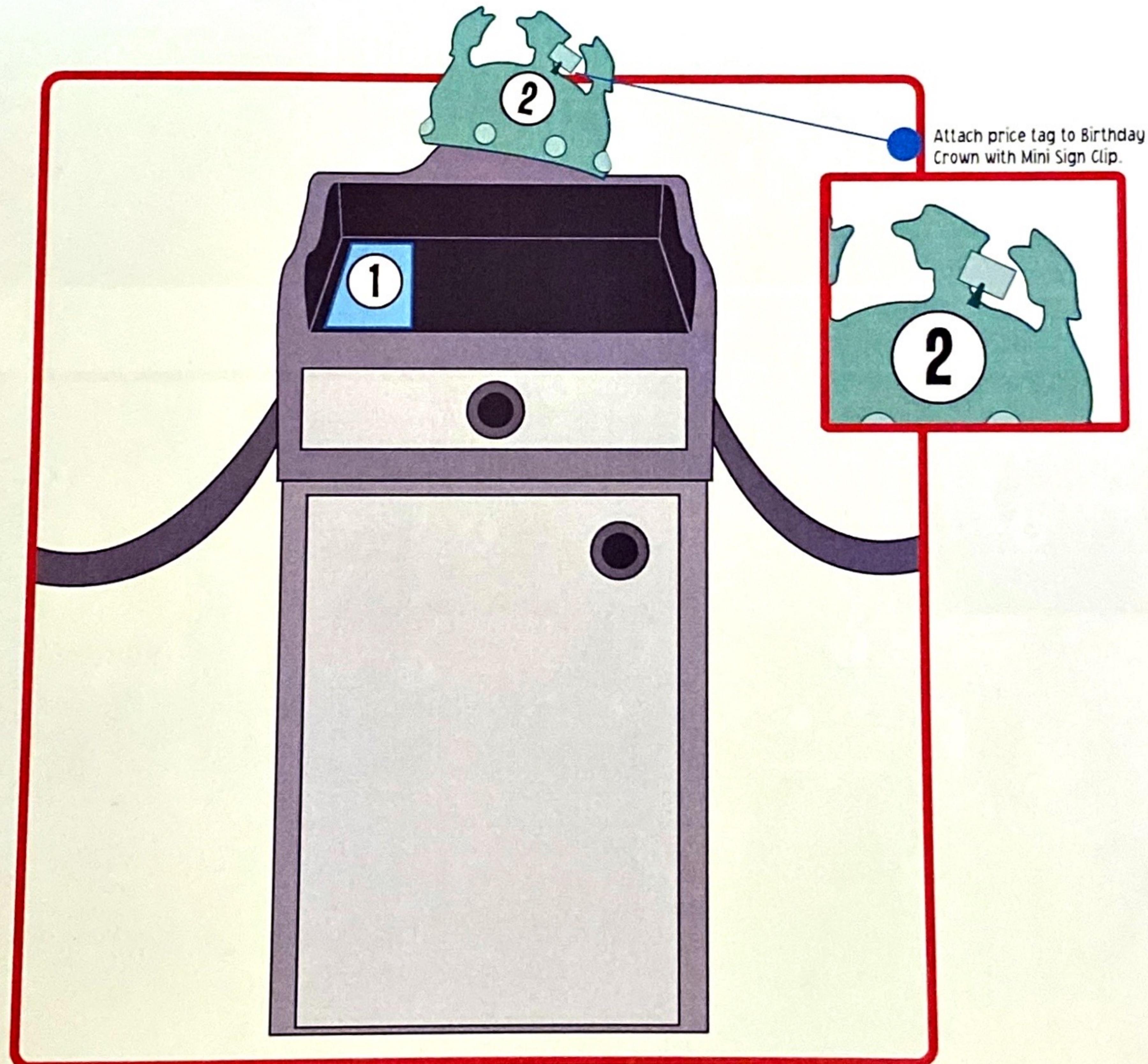


1. Walk-In Party Menu

Always keep Walk-In Party Menus at Kid Check. Once a Walk-In Party is identified, offer the guest a menu. Collect Walk-In Party Menus at cash register, then restock at Kid Check as needed.

2. Birthday Crown

Keep a Birthday Crown with price tag attached and tokens inserted at Kid Check. Place crown in guests view. After showing guests the Walk-In Party Menu, let them know about the Birthday Crown and that it's available for purchase at the counter or merchandise area.



FRONT COUNTER



1. Light Box

Light Box closest to menu panels displays food items. If you have a second box, additional messages are available.

2. Menu Panels

Be sure menu panels are placed in the order shown below (Appetizers, Tokens, Pizza). Always be sure the non-glare side of the outer protective cover faces out.

3. Order Numbers/ Container

Order number containers should be within reaching distance from each register.

4. Counter Mat

Used only if your location has a counter mat area built into the counter.

5. Register Insert

Each register should have a clip attached. Placement is shown below per register type.

6. Promotional Cups

Promotional Cup displays should be placed between each register.

7. Cake Display /Tags

Place display on corner section of counter. Each tag is placed in front of corresponding cake.

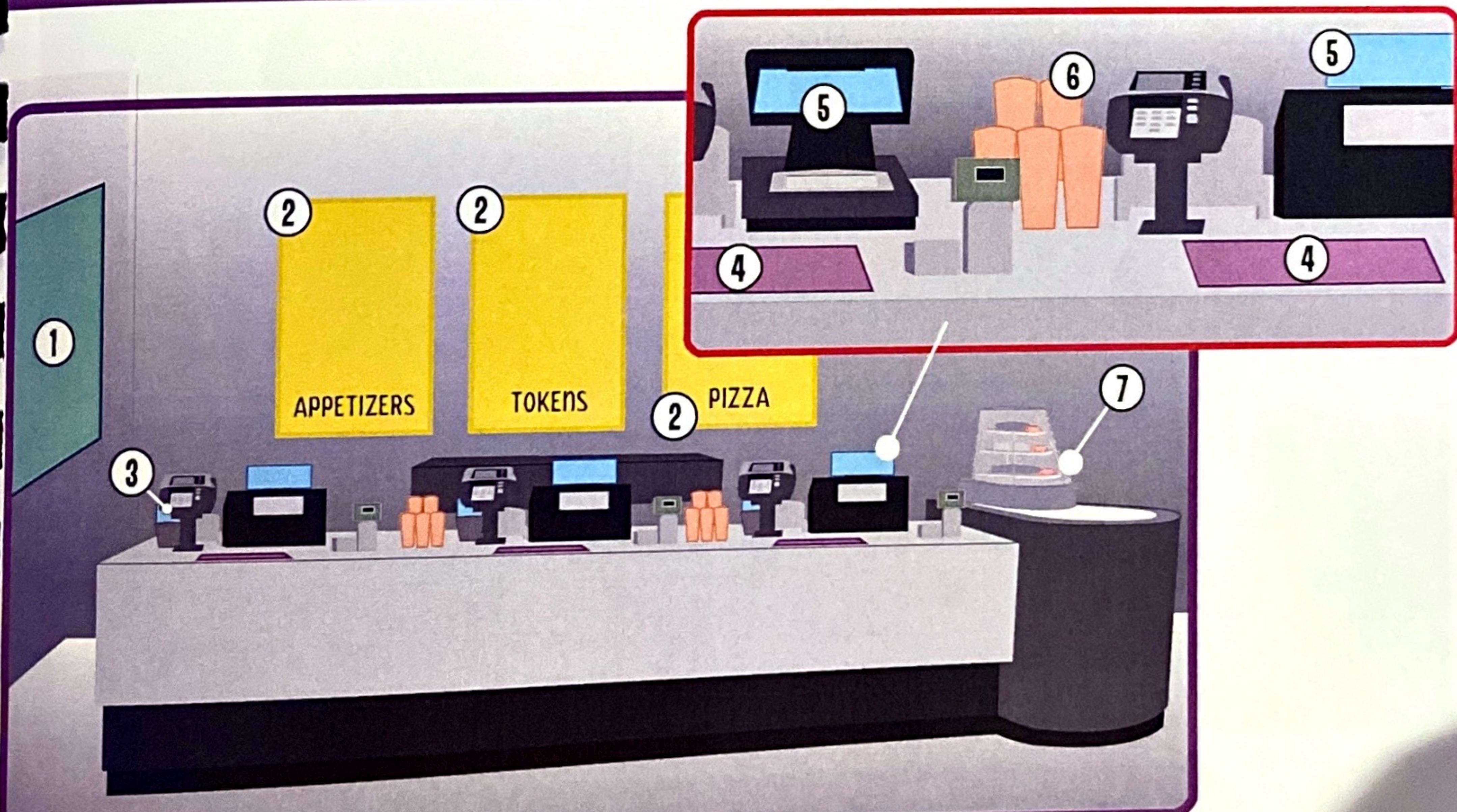


Diagram may not exactly replicate your location's counter. If you have additional registers, standards should repeat.

SEATING



1. Table Caddy

Position at front end of table.

2. Table Caddy Inserts

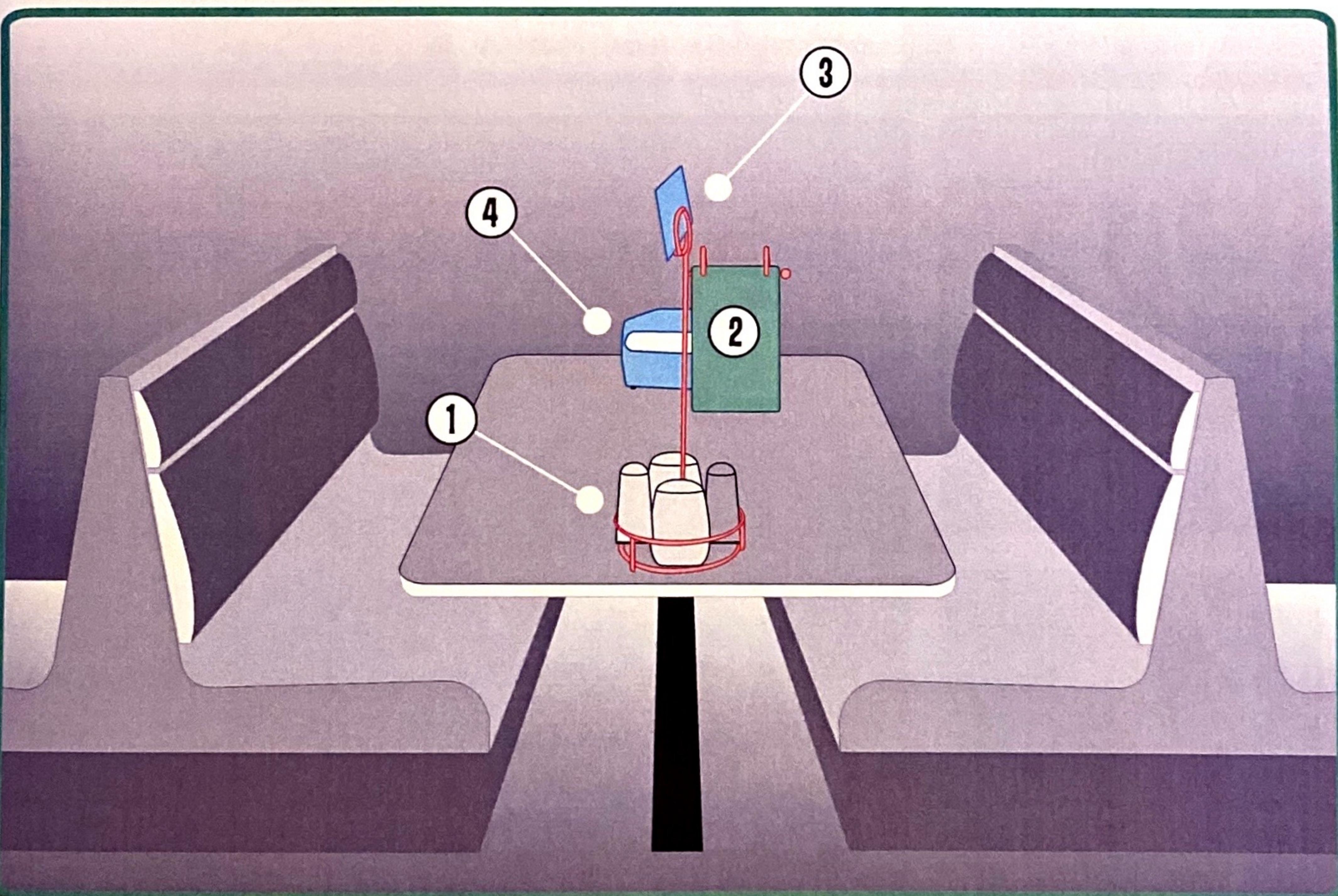
Messages will change periodically.
Make sure to remove old messages.

3. Order Number/Check Back/ Reserve Signs

Return to designated storage place in back
of house once food is delivered, check back is
completed or guest is seated at reserved table.

4. Napkin Dispenser

Position at back end of table.



BIRTHDAY DISPLAY TABLE



1. Tablecloth

Sides hang 4 inches from top of table.

2. Bobblehead Chuck E. Cup

3. Token Cup

4. Birthday Plate

5. Chuck E. Bank

6. "I Partied With Chuck E."

Foil Balloon w/ Star Weight

7. Jumbo "Birthday Star" Foil Balloon

Attach to Chuck E. Bank. In the name space write "Reserve a Party at www.chuckcheese.com".

Display Table should only be out Mon-Fri on the first table in the showroom closest to the game room.

8. Chuck E. Display

9. Birthday Star Crown

Insert tokens.

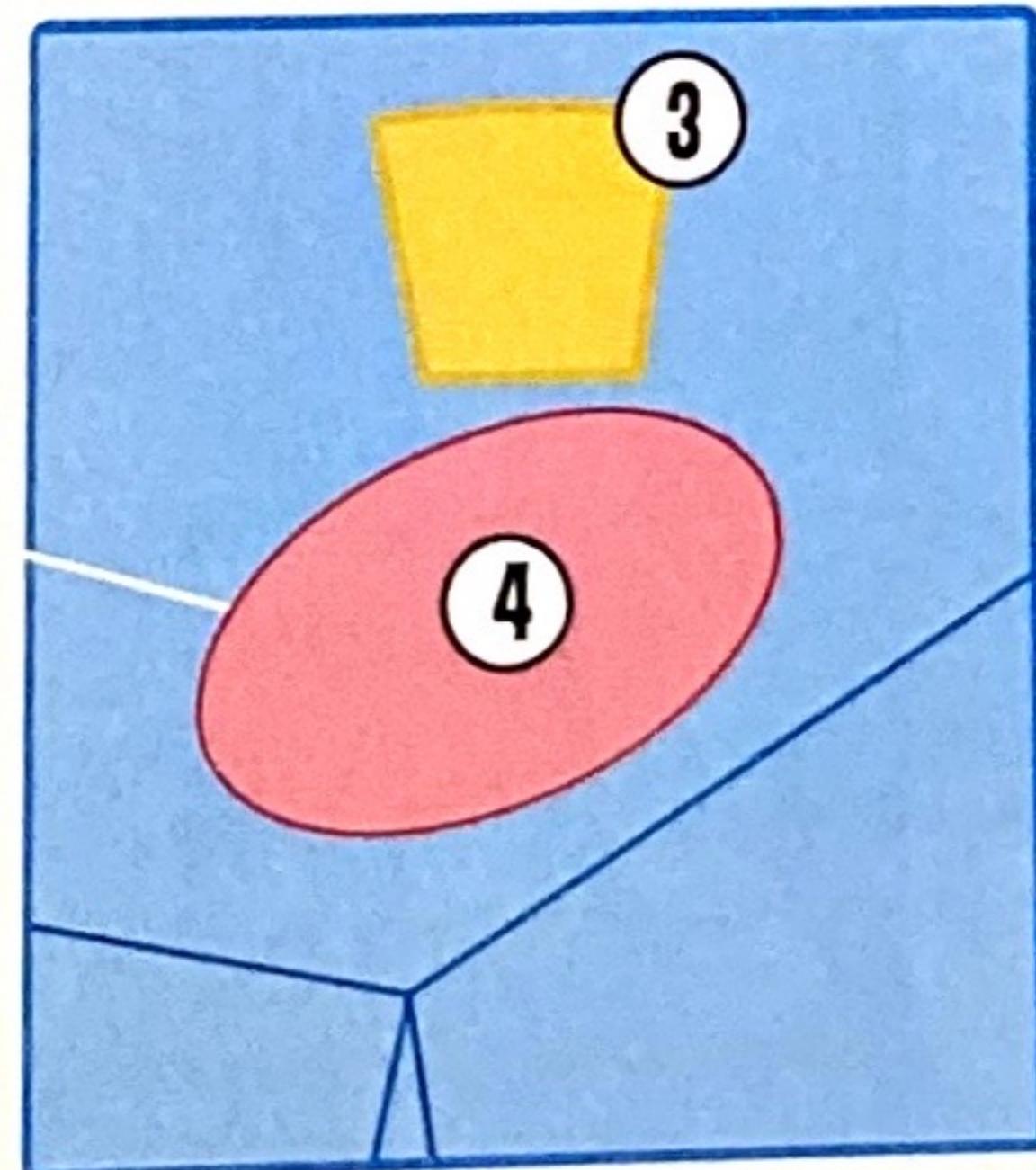
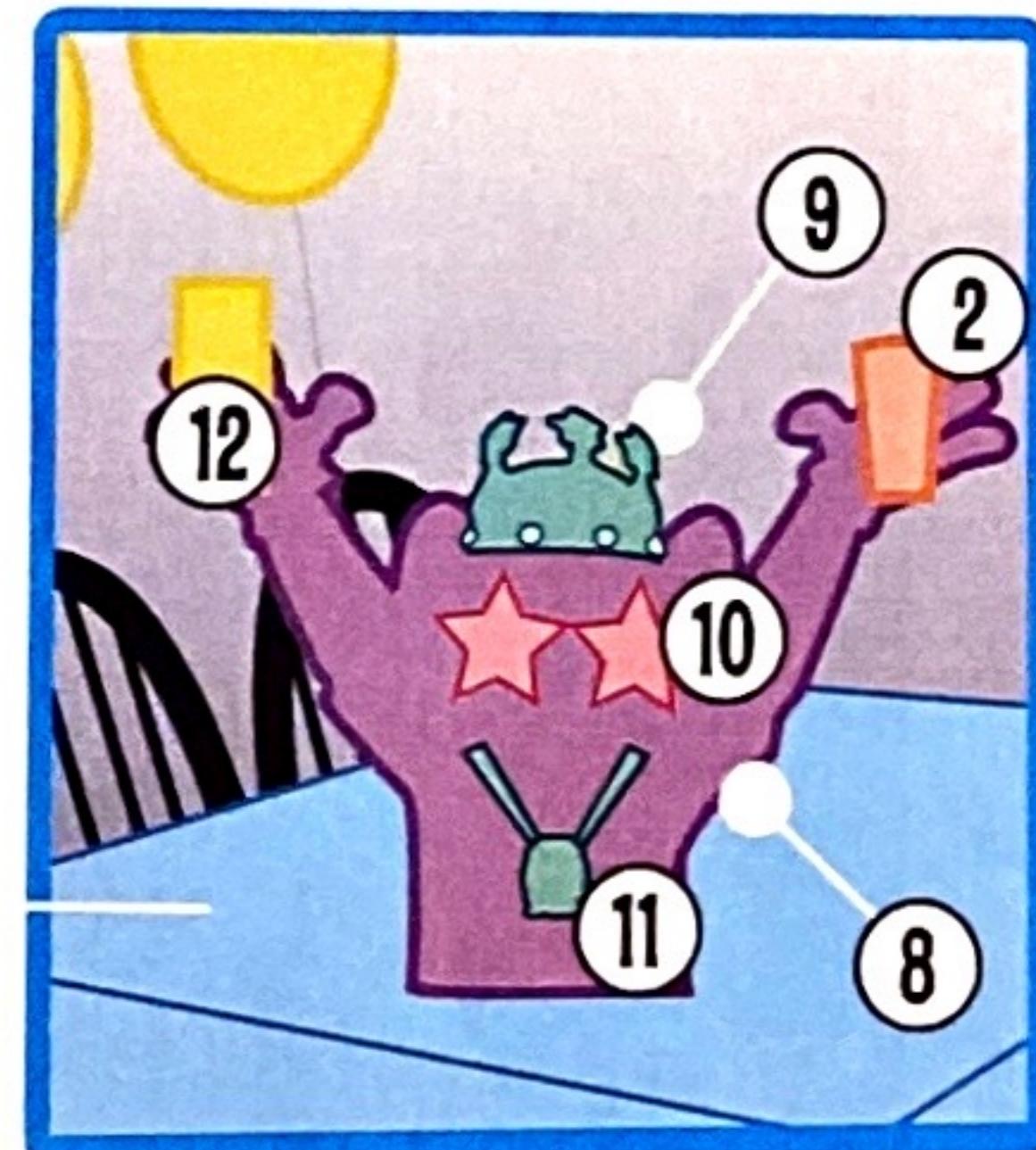
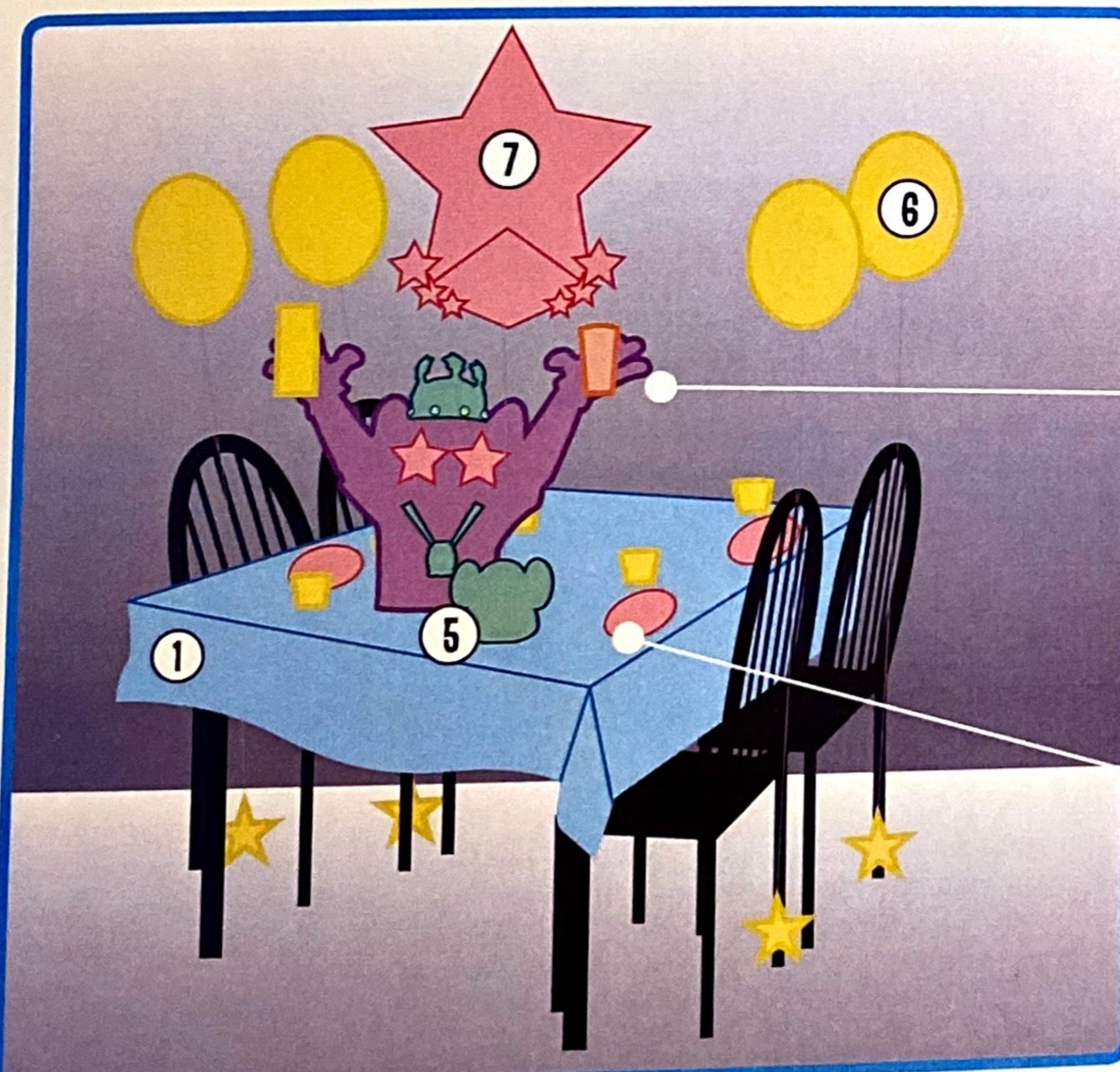
10. Flashing Glasses

Secure to Chuck E. Display with zip tie.

11. Birthday Medallion

Secure to Chuck E. Display with velcro on back of display.

12. Birthday Brochures



SHOWROOM

1. Napkin Dispenser

Position alongside Table Caddy.
Every other 4-6 top should have
this set up.

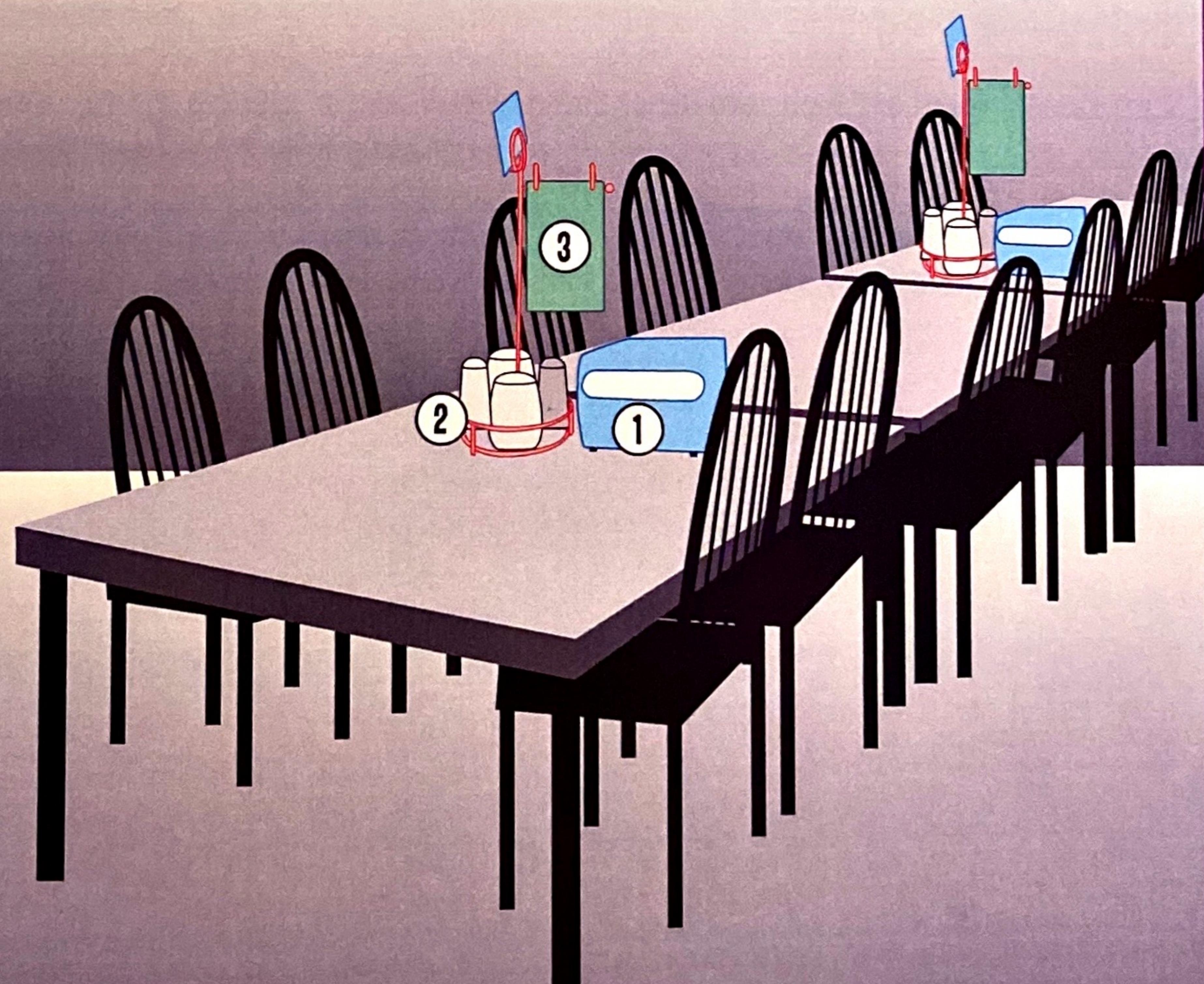


2. Table Caddy

Position alongside napkin
dispenser. Every other 4-6
top should have this set up.

3. Table Caddy Inserts

Messages will change periodically.
Make sure to remove old messages.



INSTALLATION & MAINTENANCE

MENU BOARDS, LIGHT BOXES & BACKLIT BILL CHANGERS

Care and Cleaning

Always be sure the non-glare side of the outer protective cover faces out.

Please use a soft cloth and warm water to clean the trim. Be careful not to scratch the surfaces. You may also use a plastic cleaner such as the "Oasis 259" or other cleaners specifically for plastics on all transparency acrylic covers and trim sections.

If you ever notice areas of color variation on the menu inserts, check your lightbulbs to make sure they are not burnt out or nearly dead.

Also check to make sure the printing on your inserts hasn't faded over time. The inserts should last 2-3 years before they show any signs of the color wearing out.

The fluorescent tubes need to be replaced annually. To ensure you are ordering the correct light bulbs and that you are receiving the best price available, make sure you order from City Lighting.

INSTALLATION & MAINTENANCE

WINDOW BANNERS

Hanging Tips

- Clean windows thoroughly.
- Use 4 suction cups per banner – one in each corner – to provide stability and to keep kids from tugging on them.
- Secure the corners of the banners spread apart tightly with the suction cups so they have no wrinkles.

Windows Not Suitable for Banners?

Here's a remedy: Hang both banners from the ceiling using ceiling clips.

- The best placement is in front of a window area.
- Your next-best choice is against open interior walls for additional interior signage.

CEILING BANNERS

Hanging Tips

- The goal is to get maximum visibility in the location.
- The bottom of each banner should be approximately 8 feet from the ground.
- Make sure that all ceiling clip strings used for the ceiling banners are the same length before hanging.

Ceiling Banner Infractions

- When guests stand at the cashier area or the prize/merch counter, ceiling banners should not block the view of the menu board or the merchandise wall.
- Do not block view of security cameras.
- Do not hang ceiling banners in the game area or in the showroom.
- Keep out of the direct path of motion detector sensors, or at least 35 feet away from them.
- Do not hang on (or directly under) sprinkler heads or light fixtures.
- Do not hang directly under HVAC vents.

Ceiling Banners Setting Off Your Motion Detectors?

- First, make sure the banners are NOT in the direct path of a sensor, and are at least 35 feet away.
- Next, make sure the banners are not near HVAC vents.
- If these are not the issues, call Marketing at 972.257.3056 for alternative solutions.

DOOR DECALS

Please place your door decal on the outside of your 1st set of main entrance doors. To install: clean and dry window, remove the back liner and stick to door firmly removing any air pockets with a squeegee.

INSTALLATION & MAINTENANCE

WALK-IN PARTY MENUS

Every location should be using Walk-in Party plastic menu holders to hand to their guests at kid check. The walk-in party menu holds two inserts 5.5" x 8.5" one in front and one in back facing you.

BIRTHDAY MENUS

Every location should be using Birthday party menu plastic holders to hand to their guests celebrating a birthday, as well as to use on the Birthday Display Table.

The birthday menu holds four inserts 5.5" x 8.5" in this order (you holding the menu):

1. Cover on outside front
2. Pizza on inside left
3. Super Saver on inside right
4. Platter on outside back

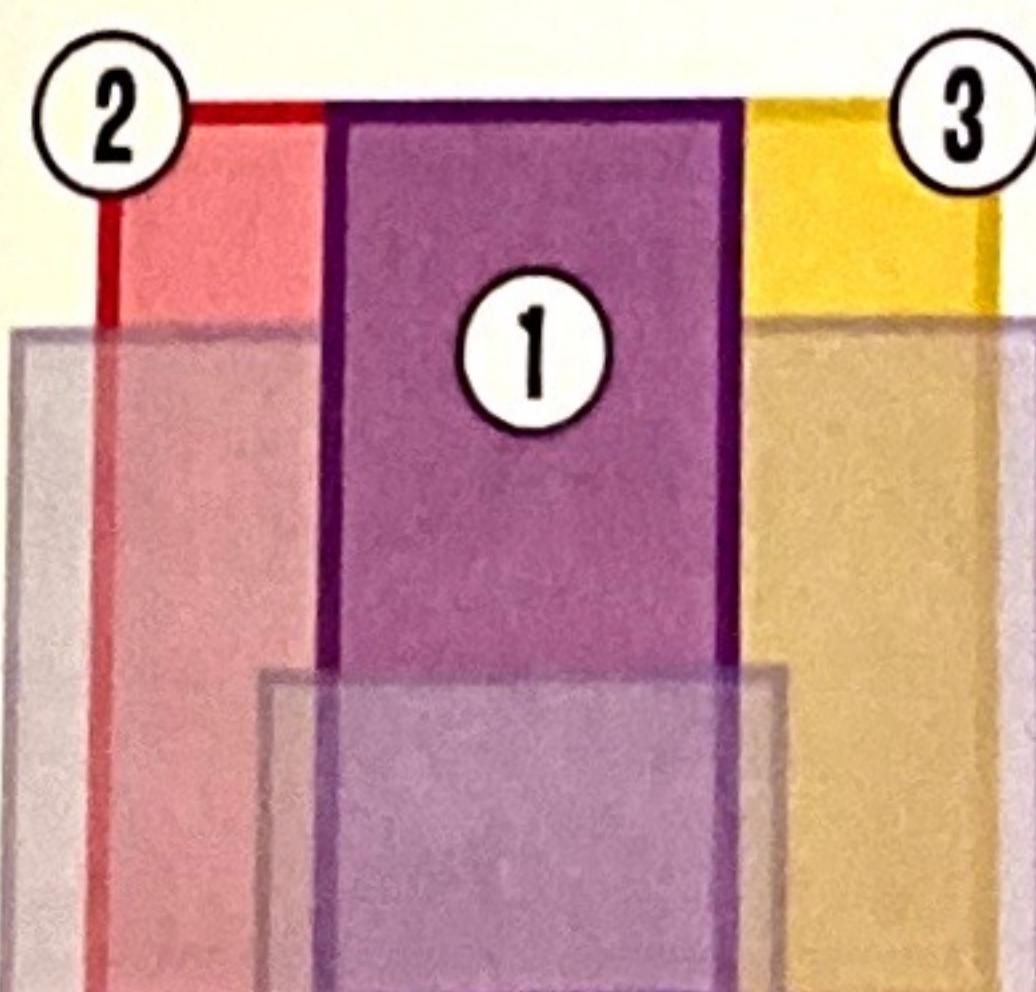
REGISTER INSERTS

Install one register insert per register with a register clip. Register clips do wear over time and lose their grip so make sure you replace your register clips when needed.

BROCHURES

In your brochure rack should be your three brochures. From the guest perspective place your Non-profit fundraising brochure in the back right, School fundraising brochure in the back left and your Birthday brochure in the front.

- 1. Birthday Brochure**
- 2. School Fundraising Brochure**
- 3. Non-Profit Fundraising Brochure**



RE-ORDERS

CATEGORY	ITEM	QTY	VENDOR	CONTACT#	PRICE
MENU MATERIALS	Menu Panel Inserts	1 ea.	Marketing	972-258-5413	Varies
	Menu Board Non Glare Acrylic Cover - 22.75"x36"	1 ea.	Purchasing	972-258-5550	Varies
	Menu Board Non Glare Acrylic Cover - 29.5"x45.5"	1 ea.	Purchasing	972-258-5550	Varies
	Menu Board Film Cover - 22.75"x36"	1 ea.	Purchasing	972-258-5550	Varies
	Menu Board Film Cover - 29.5"x45.5"	1 ea.	Purchasing	972-258-5550	Varies
	Green Frame or Black Snap - 22.75"x36"	1 ea.	Purchasing	972-258-5550	Varies
	Frame Menu Board Light Bulbs (F30T12/CW/RS,36")	1 ea.	City Lighting	800-999-0257	\$3.23
	29.5"x45.5" Black Snap Frame Menu Board Light Bulbs (F25T12/CW/RS,28")	1 ea.	City Lighting	800-999-0257	\$2.84
ADVERTISING LIGHTBOX	Lightbox Inserts	1 ea.	Marketing	972-258-5413	FREE
	30"x40" Single Lightbox Board				
	Light bulbs (#F028/450,40")	1 ea.	City Lighting	800-999-0257	\$9.92
	Light Box Acrylic Cover - 30"x40"	1 ea.	Purchasing	972-258-5550	Varies
	Light Box Film Cover - 30"x40"	1 ea.	Purchasing	972-258-5550	Varies
COKE MACHINE MATERIALS	Backlit Translite (KO #28443)	1 ea.	Purchasing	972-258-5550	FREE
	Light bulbs (KO #25781)	1 ea.	Coke	800-241-2653	FREE
	Beverage Decals	1 ea.	Coke	800-241-2653	FREE
BIRTHDAY MATERIALS	Walk-In Party Menu Inserts	20 ea.	American	800-996-8684	\$3
	Walk-in Party Menu Plastic Holders	20 ea.	American	800-996-8684	\$24
	Birthday Menu Inserts	20 ea.	American	800-996-8684	\$3
	Birthday Party Menu Plastic Cover	20 ea.	American	800-996-8684	\$44.50
	Birthday Stickers	500 roll	American	800-996-8684	\$11.95
	Birthday Brochure	500 ea.	American	800-996-8684	\$20
	School Fundraising Brochure	500 ea.	American	800-996-8684	\$15
	Non-Profit Fundraising Brochure	250 ea.	American	800-996-8684	\$12.50
	Brochure Wall Rack(#M419)	1 ea.	Edward Don	800-388-4366	\$9.99
	Round Faux Cakes	1 ea.	Purchasing	972-258-5550	\$120
	Quarter Sheet Faux Cake	1 ea.	Purchasing	972-258-5550	\$140
	Faux Cake Acrylic Display (IS1211)	1 ea.	Edward Don	800-388-4366	\$169.88
COUNTER MAT MATERIALS	Faux Cake Price Tag	1 ea.	American	800-996-8684	FREE
	Counter Mats	1 ea.	American	800-996-8684	FREE
REGISTER INSERT MATERIALS	Counter Mat Acrylic Cover	1 ea.	Purchasing	972-258-5550	\$15
	Register Insert	1 ea.	American	800-996-8684	FREE
TABLE CADDY MATERIALS	Register Insert plastic clip	4 ea.	Purchasing	972-258-5550	\$10
	Table Caddy Advertising Inserts	50 ea.	American	800-996-8684	FREE
	Table Caddy Numbers	100 ea.	American	800-996-8684	\$10
	Table Caddy Checkback Signs	100 ea.	American	800-996-8684	\$10
	Table Caddy Reserved Sign	100 ea.	American	800-996-8684	\$10
	Table Caddy	6 ea.	Purchasing	972-258-5550	\$34.12
	Table Caddy Plastic Bin Holder	1 ea.	Edward Don	800-388-4366	\$2.93

RE-ORDERS

CATEGORY	ITEM	QTY	VENDOR	CONTACT#	PRICE
BANNERS	Window Banners	1 ea.	Marketing	972-258-5413	FREE
HANGING HARDWARE	Suction Cups	1 ea.	American	800-388-4366	FREE
	Ceiling Clips	1 ea.	American	800-388-4366	FREE
	Mini Sign Clips	1 ea.	American	800-388-4366	FREE
DOOR DECALS	Advertising Door Decals	1 ea.	Marketing	972-258-5413	FREE
	Holiday Hours Door Decal	1 ea.	Marketing	972-258-5413	FREE
	Thumb Chuck Door Decal Kit (Enter & Exit)	1 ea.	AJAX	800-466-2529	\$54.50
	Video Surveillance Decal	1 ea.	Purchasing	972-258-5550	\$2
	Time Lock Safe Decal	1 ea.	Purchasing	972-258-5550	\$2
	Lock & Hide Decal	1 ea.	Purchasing	972-258-5550	\$2
BILL CHANGER & GAME DECALS	Game Decals	1 ea.	CEC Parts	785-862-6005	Varies
	Bill Changer Backlit Token Saver Insert	1 ea.	CEC Parts	785-862-6005	\$16.87

PLEASE NOTE:

It is no longer acceptable to create your own signs, promotions or displays. Please update your location to match the standards provided in the manual. If you should have any new ideas for sales tools, promotions or questions on the standards please contact Marketing at: marketing@cecenterertainment.com or 972-258-5413.